**New Businesses to the Des Moines Area**

Your job is to analyze the Business Functions, the Marketing Concept, and the Marketing Mix in the opening of some of the new businesses in the Des Moines area. Your work will demonstrate your knowledge of the foundations of Marketing that we discussed during the 3rd quarter of the year. Share your research and thoughts in a visual/written or other deliverable.

**Starting Links, use other articles or references for the businesses to be analyzed**

**Smash Park**

**https://www.desmoinesregister.com/story/news/local/west-des-moines/2017/12/06/west-des-moines-entertainment-venue-smash-park-breaks-ground/928494001/**

**https://www.desmoinesregister.com/story/news/local/west-des-moines/2017/10/18/food-beer-pickleball-and-more-smash-park-coming-west-des-moines/749764001/**

**https://www.smashpark.com/**

**Cane's Chicken**

**https://www.desmoinesregister.com/story/money/business/new-business/2018/01/10/chicken-chain-raising-canes-headed-west-des-moines/1021340001/**

**https://www.raisingcanes.com/**

**Fridley Theater Waukee**

**http://www.adelnews.com/news/20180103/fridley-theatres-breaks-ground-for-waukee-8220palms-theatre8221**

**https://www.desmoinesregister.com/story/news/local/waukee/2017/12/27/waukees-new-imax-theater-complex-luxury-recliners-food-and-drinks-breaks-ground/984507001/**

**http://www.waukee.org/CivicAlerts.aspx?AID=1171**

**http://www.fridleytheatres.com/**

**Target Market and the Marketing Concept**

1. After reading the articles, who do you feel **each** business has identified as its target market for its new locations and what gives you that impression? **(Written Response)**
2. For **one** of businesses opening, describe how you feel the Marketing Concept is being used in establishing the exchange relationship with its customers. Analyze **each** of the **3 elements** of the Marketing Concept, and explain whether or not they will be successful based on your analysis. **(Approach each element separately and provide examples (Visual, Links, written) to support your analysis).**
3. **Product**

**a.) Product Mix/Assortment -** For the Movie Theater or Smash Park, identify their Product Mixes. Do you think their offerings meet the needs of the target markets, explain?

Then, why do you think the franchise model of Canes’ Chicken and their product mix is able to be effective? Describe and compare to other restaurant models.

**b.) Elements of the Product -** Approach for **each** of the companies and **one** product/service offering.

Identify the elements of the product in the creation of the product/serivce. Discuss **ALL 8 Elements** of the products and make sure to spend time on the Packagingelementand its Features/Benefits

1. **Place**

**a.)** What type of Distribution **(Exclusive, Intensive, Selective)** will exist in the new businesses trying to get the right supplies/ingredients in their stores along the channels of distribution? Explain for each and provide educated reasoning for your answers.

**b.)** In delivering their “products” to the consumer, address the questions below in what needs to happen in order for each them to be successful. (Focus on their primary products/services)

* + - Where and when will the product will be produced, sold and used?
    - What characteristics of the products will affect distribution - Quantity, Size, Packaging, etc..? Explain the impact.
    - What special physical handling is necessary during the distribution process?
    - Who will be responsible for each of the distribution activities

**c.)** How does **each** business connect with their customers so they are able to obtain the goods and services they are looking for. Describe some of their specific ACTIVITIES in their role as an intermediary and in their distribution process within the stores themselves.

1. **Price**

**a.)** In pricing items at the Movie Theater, address some of the Influences that would directly impact some of the products/services sold. **Provide specific examples.**

**c.)** For the following pricing objectives identify an example of where the objective might be present in any of the businesses and explain why would they use it on that product/service/category.

* Maximizing the Profits
* Price Skimming

- Increase in Sales

* Maintaining an Image
* Penetration Pricing

- Competition Based Objectives

**d.)** Determine the **Break Even Point** for the movie theater. Remember some of the Ticket Prices vary during the week and people typically get concessions.

Here are some pricing and cost information to help you solve.

1.) Ticket Prices include - $11.00 (evening and weekend) $7.50 Matinees (60% of customers will typically go to evening and weekend shows) **(Use 100 customers to help you solve**)

2.) Concession Purchases - Avg. Sale $5.00

3.) Total Fixed Costs = $38,950

4.) Avg. Cost of food $2.65

5.) Avg. Cost of a movie license per person $5.50

6.) Avg Labor cost per movie and concessions 1.15

**e.) Identify examples of fixed or variable costs within Smash Park in order for them to help figure out a how to price their products. Identify the cost and explain how it is fixed or variable.**

**f.)** If you were the head of each new business determine what types of **pricing discounts** would exist in each of the 3 new businesses. Be specific and provide examples of what that discount would look like and explain why it would be used.

1. **People - Approach for one of the Businesses**

**a.)** Where will the presence of selling be and why is it needed there? Explain

**b.)** Where will the presence of support be and why is it needed there? Explain.

**c.)** Where will the presence of customer service be and why is it needed there? Explain

1. If you were the project manager for the development of the new stores, what would be **2 specific things** you would do to help make sure **EACH** business satisfies the Marketing Concept and the new store is as successful as possible? Reference specific examples and the connections to the Marketing Mix/Marketing Functions. Use the articles for support.\
2. **Business Functions**

For **one** of the businesses identify **2 examples** of **each** of the other 4 business functions that are necessary in making sure the business can thrive and explain each of the example’s importance to its success.

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| No presence of content understanding | Deliverable shows minimal understanding of the content due to a lack of support/clear connection to examples. | Demonstrates some understanding of the content but cannot fully connect their examples to the marketing concepts learned. | Student is able to demonstrate understanding of the content involved and is able to connect the examples used to the marketing content being discussed. | Student applies their knowledge of the marketing concepts learned in making clear connections to the activities/examples and is able to show how the component is being used effectively in the business. |